**TERM 1 - GRAPHIC DESIGN**

**Typography (TYP101)**
(4.5 semester credit hours/100 clock hours)

Typography (TYP101) introduces the students to the basic functions of Adobe InDesign. The emphasis is on typography in the study of graphic design and multimedia design. The various assignments and exercises focus on the primary concerns and disciplines of typography such as choosing typefaces, modifying type through kerning, tracking, and leading. The choice of appropriate typefaces will also be addressed in the development of page layout and in the design of combination marks and logo design.

**Design Basics (DES101)**
(4.5 semester credit hours/100 clock hours)

Design Basics (DES101) explores the principles and processes of designing, brainstorming and theme development. Students will learn comping skills including marker/pencils/ink, 1, 2 & 3-point perspective and line art techniques. Theories will include color psychology, color theory and Gestalt psychology. The course also explores the concept of “design as a lifestyle” requiring formal research, writing, and presentations. Design styles, perspectives, figures, and trends will also be introduced in historical concepts. Photography as a medium will be used to practice elements of design along with understanding the historical, technical and commercial aspects of photography.

**Digital Production (DD101)**
(4.5 semester credit hours/100 clock hours)

Digital Production (DD101) will focus on the hardware and software needed for Digital Print Production. The skills introduced are: printing processes, use of color, layout techniques, basic Bezier curve construction, image editing, and in-depth use of the layout program used in the industry, Adobe InDesign. Also included are the basic business practices, freelance fundamentals and working ethics. The course also offers basic software orientation in Adobe Illustrator and Photoshop along with introducing differences in Mac and PC platforms.

**TERM 2 - GRAPHIC DESIGN**

**Raster Graphics (P102)**
(4.5 semester credit hours/100 clock hours)

Introduction to Raster Graphics (P102) is an introduction to pixel editing software which includes image acquisition, image color, resolution for commercial printing, and photo retouching. Industry standards as established by the NAPP (National Association of Photoshop Professionals) are emphasized. Technical efficiency in Adobe Photoshop and creative approaches toward design problem resolution are goals of the course.

**Vector Graphics (D102)**
(4.5 semester credit hours/100 clock hours)

Introduction to Vector Graphics (D102) is an introduction to vector illustration using Adobe Illustrator. Emphasis will be placed on mastering the pen tool, layers, combining shapes, gradients, gradient mesh and preparation of files for commercial printing. The course focuses on both technical as well as creative processes applied toward design applications.

**Digital Publishing (DPD102)**
(4.5 semester credit hours/100 clock hours)

Digital Publishing (DPD102) is an introduction to page layout and design utilizing Adobe InDesign. It explores the design and creation of print-ready publications and introduces tools for effectively combining text and graphics. Some of the main focuses of the course include creative typography, graphic reproductions, and design and compositions principles.

**Software utilized:**
Adobe Illustrator®
Adobe InDesign®
Adobe Photoshop®

**TERM 3 - GRAPHIC DESIGN**

**Digital Imaging (P103)**
(4.5 semester credit hours/100 clock hours)

Digital Imaging (P103) covers advanced digital imaging concepts including: file output, system configuration/calibration/troubleshooting, color correction, advanced photo manipulation and special effects. Advanced digital drawing techniques including: masks, blends, and other advanced techniques are also covered. Students learn to integrate artwork created from various applications into the final project, as well as how to use the various applications more efficiently. Emphasis is placed on effective use of design. The flexibility of print design suitable for online platform is also introduced.

**Intensive Web Design and Development (WD103)**
(4.5 semester credit hours/100 clock hours)

Introduction to Web Design and Development (WD103) introduces students to web design and development. Languages such as HTML & CSS will be covered using text editors. Graphics production for User Interface design and web page structure will also be covered. The course will aim to provide students with an understanding of the functionality of the Internet and the World Wide Web. Students will receive instruction that will enable them to create, edit and link HTML documents using a text editor. Students will learn to control and unify website styles using CSS. Students will also create web graphics and upload their personal websites and resumes to the World Wide Web using FTP.

**Digital Publishing for Multiple Applications and Devices (DPD103)**
(4.5 semester credit hours/100 clock hours)

Digital Publishing for Multiple Applications and Devices (DPD103) builds on knowledge of prerequisite courses of page and design layout, raster graphics and vector graphics. The course will utilize the elements of design - typography, layout, and composition in designing elaborate multiple page documents. The course will also introduce the trend of “dual-use” publications for conventional print and tablet/mobile devices. The student will produce interactive elaborate designs of publications that employ video, animation, and interactive graphics.

**Software utilized:**
Adobe Illustrator®
Adobe InDesign®
Adobe Photoshop®

**TERM 4 - MULTIMEDIA DESIGN**

**Fundamentals of Web (IW104)**
(4.5 semester credit hours/100 clock hours)

Fundamentals of Web (IW104) will offer a strong foundation in web design, Graphical User Interface (GUI) and web page structure. Topics will include HTML, CSS, FTP, project management, usability and interactive design strategies. Beginning concepts of programming (PHP and JavaScript), behaviors and CMS (Content Management Systems) will also be introduced.

**Digital Video Production (IV104)**
(4.5 semester credit hours/100 clock hours)

Introduction to Digital Video (IV104) offers the fundamentals of Digital Video Production from pre-production (planning, storyboarding) to production (shooting, lighting, sound, green screen) to post production (editing, compositing, titles, audio). Professional film and video analyses, genre division and film fundamental elements will be studied. Video compression, with an emphasis on web delivery, will be introduced. Adobe Final Cut Pro (FCP) software is used as a tool.

**3D Modeling and Animation (IA104)**
(4.5 semester credit hours/100 clock hours)

Introduction to 3D (IA104) introduces students to 3D and 3D applications, techniques, and theory with an emphasis on Autodesk’s Maya. Students will learn and practice the fundamental methods of modeling, texturing, and animation. Polygon Modeling, UV Texture Mapping, and Logo Animation are highlights of this course.
TERM 5 - SPECIALIZED WEB DESIGN

WS300 Scripting for the Web
(5.00 semester credit hours/100 clock hours)
Scripting for the Web (WS300) gives students experience with interactive web site creation. Students are taught web-programming concepts such as HTML, JavaScript, PHP and CSS. Media presentation, framesets, forms, CGI, FTP and other hosting concepts are also covered. Students will use industry standard software to create a portfolio web site to showcase all of their design work.

WC300 Web Campaign Implementation
(5.00 semester credit hours/100 clock hours)
Web Campaign Implementation (WC300) gives students experience with the process of conceptualizing and implementing a corporate web site by developing a cohesive web site campaign. Focus is on the "pre-design" stage of web development. Students will storyboard the campaign, create interface pieces for client presentations, and flowchart web site functionality and navigation paths. User interface issues - both desktop and mobile - as well as web marketing strategies are discussed. Emphasis is placed on team cooperation, efficient use of design, effective marketing, web resources, and application of interface design fundamentals toward the creation of a positive user experience.

WP310 Programming for Designers
(5.00 semester credit hours/100 clock hours)
Programming for Designers (WP310) serves as an introduction to programming with PHP and MySQL. Topics covered will provide students with a perspective and comprehension of the programming process, as well as an understanding of how to design and implement flexible, dynamic systems. Designing for user-driven applications will be a focus.

TERM 6 - SPECIALIZED ADVANCED WEB DESIGN

WUD400 Web Design for Usability
(5.00 semester credit hours/100 clock hours)
Design for Usability (WUD400) aims to immerse students in user experience principles and practices in web application design. The course will focus on user-centered and task-centered interface flows. Problem-solving and risk management will be stressed. Through hands-on user testing and design process, students will leave with a greater understanding of how to balance user needs, business goals and technology to create truly engaging web experiences.

WCM400 Content Management Systems for Designers
(5.00 semester credit hours/100 clock hours)
Content Management Systems for Designers (WCM400) serves as an introduction to utilizing Content Management Systems for web development. Using WordPress, students will learn the concepts and structures relevant to building client websites, communities, portfolios and blogs. By the end of the course, students will be equipped to set up, manage content, design themes, utilize community-built plugins and write their own plugins. Topics covered will include: Practical applications and benefits of a CMS, WordPress theme architecture, WordPress plugin creation and the plugin API, WordPress widgets and sidebars, participating in the WordPress community.

WAM400 Introduction to Web Animation and Mobile Applications
(5.00 semester credit hours/100 clock hours)
Introduction to Web Animation and Mobile Applications (WAM400) will equip students with the ability to design and develop dynamic interactive banners and applications for mobile devices using Flash and ActionScript. The content of the course also includes advanced video and audio integration. Emphasis is on assets, site management, usability issues, and interactive design.

TERM 5 - SPECIALIZED MULTIMEDIA / ANIMATION

AM300 Dynamics / Effects
(5.00 semester credit hours/100 clock hours)
Dynamic Effects (AM300) will introduce students to the Dynamic tool-set in Autodesk's Maya. The main emphasis of projects will be based on effect use of fluid containers, nParticles, and nCloth. Rigid / Passive Bodies and Constraints will also be explored. Students will be concentrating on creating realistic looking particle simulations for effects, which includes techniques in animation, lighting, and rendering.

AO300 Organic Modeling
(5.00 semester credit hours/100 clock hours)
Organic Modeling (AO300) emphasizes the use of 3D animation for organic models, such as humans and creatures. Focus is placed on anatomically correct body parts and proportions. Models created with subdivision surfaces are animated to perform lip-synching and facial animation. In addition, software is used to grow realistic hair, eyebrows and eyelashes.

AG300 Electronic Game 3D Animation
(5.00 semester credit hours/100 clock hours)
Electronic Game 3D Animation (AG300) offers the use of 3D animation in the electronic game industry. Emphasis is placed on proper modeling techniques, low polygon models, environments, and UV texturing. In-game characters are created with seamless and deformable skin. Joints are created and rigged properly for inverse kinematics. Design documents and conceptual art are created prior to actual production.

TERM 6 - SPECIALIZED ADVANCED 3D GRAPHICS

AE400 3D Character Animation
(5.00 semester credit hours/100 clock hours)
3D Character Animation (AE400) takes students through animation using both key frame techniques and motion capture. Students will be introduced to the Principles of Animation as well as other industry techniques to help breathe life into digital characters. Students will also gain exposure to MotionBuilder and learn how to work with and modify motion capture data.

AX400 Special Effects
(5.00 semester credit hours/100 clock hours)
Special Effects (AX400) focuses on the lighting and rendering stages of the production pipeline using Mental Ray. This includes how to control shadows and reflections as well as rendering different materials like glass and metal. The final project will cover 3D camera tracking with Boujou and composting with After Effects.

AH400 Digital Character Sculpting
(5.00 semester credit hours/100 clock hours)
Digital Character Sculpting (AH400) focuses on mastering high-end 3D modeling. Focus is placed on both software modeling tools and artistic sculpturing talent. A variety of models with proper modeling techniques, tips and tricks are covered. Final projects consist of a student's choice model demonstrating all of the modeling skills learned (Maya, ZBrush, Mudbox).

Software utilized:
Adobe DreamWeaver®
Adobe Illustrator®
Adobe Photoshop®

Software utilized:
Adobe After Effects®
Adobe Illustrator®
Adobe Photoshop®
Autodesk Maya®
Autodesk MotionBuilder®
Pixologic ZBrush®

Software utilized:
Adobe DreamWeaver®
Adobe Flash®
Adobe Illustrator®
Adobe Photoshop®

Software utilized:
2dx Boujou
Adobe After Effects®
Adobe Illustrator®
Adobe Photoshop®
Autodesk Maya®
Autodesk MotionBuilder®
Autodesk Mudbox®
Pixologic ZBrush®

Difficulty (1-5):

Specialized Courses:

Term 5 - Specialized Web Design
Term 6 - Specialized Advanced Web Design

Term 5 - Specialized Multimedia / Animation
Term 6 - Specialized Advanced 3D Graphics
TERM 5 - SPECIALIZED DIGITAL VIDEO PRODUCTION

**DS300 Sound Design and Engineering**  
(5.00 semester credit hours/100 clock hours)  
Sound Design and Engineering (DS300) explains the role of audio in visual media and explores the production of sound for picture using Pro Tools. Students will learn fundamental technical and artistic processes involved in creating effective audio for picture, and will achieve a basic level of proficiency using Pro Tools as an audio production platform. No prior audio experience is required.

**DP300 Digital Video Production**  
(5.00 semester credit hours/100 clock hours)  
Digital Production (DP300) covers the production process, including pre-production, production and post-production. Much of the emphasis will be on learning the production tools. Students will gain hands on experience in the use of different types of cameras, lenses, lighting and sound recording equipment. Students will also learn techniques in planning and preparing for the production process. In post-production, students learn the fundamentals of media asset management, advanced editing techniques and different delivery methods with an emphasis on video compression for the web.

**DC300 Digital Compositing and Motion Graphics**  
(5.00 semester credit hours/100 clock hours)  
Digital Compositing and Motion Graphics (DC300) explores the world of digital compositing and motion graphics. Digital compositing consists of the process of assembling multiple images to make a final image for print, motion pictures or screen. The students will be introduced to basic compositing techniques and motion graphics using Adobe AfterEffects. The course will offer an understanding of pre-production for AfterEffects, green screen, lighting, key-framing, creating mattes, animating text, syncing to audio and exporting movies.

**Software utilized:**  
Adobe After Effects®  
Adobe Illustrator®  
Adobe Photoshop®  
Apple Compressor®  
Apple Final Cut Pro®  
Apple Final Draft®

TERM 6 - SPECIALIZED ADVANCED DIGITAL VIDEO PRODUCTION

**DSW400 Scriptwriting**  
(5.00 semester credit hours/100 clock hours)  
Script Writing (DSW400) will introduce many components of short story screenwriting, focusing specifically on The Hero’s Journey, short and featured film analysis, genre analysis, and television writing. The emphasis is on students’ original writing, storyboarding, and character development. Each student will be required to produce a ten-page script for a short film.

**DAC400 Advanced Digital Compositing and Motion Graphics**  
(5.00 semester credit hours/100 clock hours)  
Advanced Digital Compositing and Motion Graphics (DAC400) will demonstrate how to solve creative, complex, industry-level compositing problems, such as multiple effects, pre-comp/nesting, optimizing performance, masking/roto-scoping, and rendering. A full range of keyboard shortcuts will be incorporated. The course will also cover advanced capturing and exporting of DV and HDV footage. General video/audio editing will also be included.

**DAP400 Advanced Digital Video Production**  
(5.00 semester credit hours/100 clock hours)  
Advanced Digital Production (DAP300) will examine the elements of cinema and storytelling from the film world. Students will apply the knowledge from prerequisite courses to the creation of a high quality short film. It is a goal of the course that this film be used as a central portfolio piece.

Students will explore the following roles: director, editor, producer, cinematographer, writer, compositor, and sound specialist. Students will imitate a professional dynamic group environment and will also learn about scouting, auditions, budgeting, permits and venues for distribution. Students will utilize the industry-standard tools of Final Cut Studio and learning HD formats.

**Software utilized:**  
2d3 Boujou®  
Adobe After Effects®  
Adobe Illustrator®  
Adobe Photoshop®  
Apple Final Cut Pro®
### ASSOCIATE OF APPLIED SCIENCE GENERAL EDUCATION

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TOTAL AAS General Education Clock Hours/Semester Credit Hours: 300 20

### BACHELOR OF SCIENCE SCIENCE GENERAL EDUCATION / PORTFOLIO

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TOTAL BS General Education Clock Hours/Semester Credit Hours: 240 18